Introduction

May 1998

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Source: https://www.industrydocuments.ucsf.edu/docs/jtbp0000

Introduction

- This material is **Extremely Confidential** and is to be safely maintained and secured at all times.
- This document replaces the material previously sent to you. Please destroy the CD(s) sent to you in early April.

The files included in this CD outline the Trade Marketing Programs developed to take RJR into the "New World". The intent is to provide you with the resources you need to insure our ability to do business in the retail world of today, as well as the "New World" we are moving toward.

The material is arranged in a format intended to be a turnkey presentation for your use.

51842 8582

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Introduction - continued

Listed below are the changes made to the sections that were covered in the April meeting:

Section B - 98 Contract Info

Page	Comment
7	• Metro contract developed applicable to various miscellaneous "metro" plans.
8	• 2nd bullet included which limited contract application to CN stores, both now/fu
	• 2nd bullet details promo execution expectation.
10	• 1st bullet relative to store plan-o-gram which will help control retail environment
14	Updated traditional merchandising visual.
23 & 25	• Reworded the paragraph describing space requirement in order to better commu
24 & 26	• 2nd point has been updated to include #1 & #2 positions to address stores where
27	• Updated hybrid visual to include 2 RJR FP counter displays as a priority.
28	• Updated New World visual to include 2 RJR FP counter displays as a priority.
29	• Updated to include enhancement approval requirements.
35	• Carton contract enhancement monies clarified.
36-45	• Updated CTS program.
46	• RDA Rollover option.
47-53	• Merchandising Q&A

51842 8583

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Introduction - continued

- **Folder 2 - Pres** (Presentation)

  (This section is set up to be used as the presentation for the sales force. Each topic is covered in detail and is presentation ready.)

  Folder A - **Competition** (minor changes to previous version)

  B - **98 Cont Info** (entire CTS program added, minor changes to pack / carton)

  C - **PRP** - Partners Resource Plan (all new material)

  D - **Selling Tools** (all new -- presentation format)

  E - **Workplan** (all new)

  F - **Next Steps** (all new material)

51842 8584

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Introduction - continued

- **Folders 3, 4, 5, 6 -** Reference Sections (all the details)

  Folder 3 - **Contracts** (This section includes all new contracts and payment grids.)

  Folder 4 - **plbw** - Forsyth (This section includes all Forsyth details / contracts)

  Folder 5 - **Direct Marketing** (Trade Direct Marketing in detail)

  Folder 6 - **Wholesale** (2nd Half 1998 - Program and specifics)

51842 8585

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